



Everyday Possibilities

Sponsorship Guide and Application Form

Sponsorship Application Form

Introduction

OLG is proud to support events in communities across Ontario through our Sponsorship Program.

We give consideration to requests that involve the community at large, generate business and interest in the town or city and are seen as benefiting the residents.

In particular, we concentrate on events that provide opportunities to support our two areas of focus:

- Music at community events and festivals;
- Community, civic and business-related events in communities with OLG operations.

We provide support only to events that occur in Ontario and that engage adults (aged 19+).

Please visit OLG.ca for more details on OLG's Sponsorship Program

How to Apply

Tell us about your event in detail, taking into consideration OLG's Sponsorship Policy.

Complete an application form and attach a written proposal (including any supporting documentation) a minimum of 3 to 6 months prior to the event.

Send to:

OLG

Corporate Events & Community Relations

4120 Yonge St., Suite 420

Toronto, ON M2P 2B8

Please note that meeting these criteria does not in itself guarantee sponsorship approval. Requirements are subject to change based on business needs and high demand for sponsorship funds. These changes can influence the selection process.

Section A: Type of Application

This is an application for:

- Sponsorship
- Sponsorship Level _____
 - Sponsorship Fee \$ _____
- Please complete Sections A to I
- Table/Group Tickets
- Table Cost \$ _____
 - Cost for 1 ticket \$ _____
- Please complete Sections A to E
- OLG Merchandise
- Provide details \$ _____
- Please complete Sections A to E
- Used Playing Cards
- Quantity _____
- Please complete Sections A to C

Section B: Contact Information

Organization Name _____

Main Contact _____

Title _____

Phone _____

Fax _____

Email _____

Address _____

City/Prov. _____

Postal Code _____ Web Site _____

Charitable/Business # (if applicable) _____

Sponsorship Payable to (if applicable) _____

Section C: Event Details

Event Name _____

Date(s) _____

Time _____

Venue _____

City _____

Event Description

Please provide a short description of the event.

If OLG merchandise or playing cards are requested, describe how they will be used.

Will they be provided to anyone under age 19? Yes No

Is there a charitable cause associated with the event?

Yes No If yes, please identify: _____

Attendance & Audience Profile

What is the total event attendance?

- This year (estimated) _____
- Last year _____
- 2 years ago _____

Indicate the ages of participants (totaling 100%):

Under 19	_____%
19 - 24	_____%
25 - 34	_____%
35 - 44	_____%
45 - 54	_____%
55 - 64	_____%
65+	_____%

Describe the profile of attendees (i.e. demographics).

Female _____%

Male _____%

Section D: Event History & Management

How many years has the event been running? _____

Have you applied for or received funding from the Ontario Trillium Foundation this year? Yes No

Do you carry event insurance? Yes No

Do you have an emergency safety plan? Yes No

What kind of systems do you have to manage sponsor needs and logo approvals? (e.g. meetings, reports, dedicated contact person or sponsorship team)

Section E: Sponsorship Rights & Benefits

What rights and benefits are included as part of the sponsorship investment requested? Provide details including quantities and proposed logo placement.

Rights

Is OLG logo approval provided? Yes No

Is category exclusivity offered? Yes No

Is first right of refusal offered? Yes No

On-site

- Event Signage _____
- OLG Specific Signage _____
- Exhibit/Display _____
- Sampling _____
- Event Program _____
- Speaking Opportunities _____

Hospitality

- Tickets _____
- VIP Area _____
- Corporate Evening _____
- "Meet & Greets" with Entertainment _____

Other

- OLG Employee Involvement _____
- _____

Niche Program

Is there a specific program area/niche that is included to differentiate OLG? Please provide details.

Section F: Marketing & Advertising Plan

How do you plan to market and advertise your event? Provide details including quantities and sponsor placement, where possible.

- Posters _____
- Brochures _____
- Street Banners _____
- Direct Mail _____
- Newsletters _____
- Web site _____
- Newspaper Ads _____
- Print Ads _____
- Radio Ads _____
- TV Ads _____
- Internet _____
- PR _____
- Other _____
- Post Event _____

Section G: Reach

How many people will directly or indirectly be reached through your marketing and advertising efforts?

What is the geographic reach (totaling 100%)?

Local: _____%

Regional: _____%

Provincial: _____%

In the past, what type of media coverage has your event received? Please provide details.

Section H: Sponsorship Program Overview

What is the sponsorship hierarchy? Please list other sponsorship levels available with corresponding benefits and fees.

Who are confirmed sponsors? Please list and include level/fees:

- Title _____
- Presenting _____
- Gold _____
- Silver _____
- Bronze _____
- Sponsor _____
- Other _____
- Media _____

Section I: Event Entertainment

Please describe the planned musical entertainment for the event, if applicable.

Will there be any special Speakers or VIPs at the event? Please provide details.

Will OLG have the opportunity to customize our involvement? Please provide details.
